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TRAD Substitute for form 1449B/PTO Complete if Known INFORMATION DISCLOSURE **Application Number** 09/837,377 STATEMENT BY APPLICANT 04/19/2001 **Filing Date** Mark LANDESMANN **First Named Inventor** 2611 **Group Art Unit** (use as many sheets as necessary) **Examiner Name Christopher Grant** of Sheet 084561-0105 Attorney Docket Number\_

				U.S. PATENT DOCUMENTS	;	
Examiner Initials*	Cite No.1	No.1 Number Code <sup>2</sup> (#		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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COPIC	E2	5,249,044	<del> </del>	VON KOHOM	09-1993	***************************************
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FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document  Office <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)	Name of Patentee or Applicant of Cited Documents	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T⁵
KHU	E24	WO 00/62184	NG_	10-2000		T

		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T♥
KHU	E25 -E26	Bayesian Model Averaging: A Tutorial (with discussion) (306k bytes), Corrected version of the Statistical Science 14:4, 382-417, article, Jennifer A. Hoeting et al., November 1999 downloaded July 22, 2002  BRIGGS et al., "Advertising on the Web: Is there response before click-through?," Journal of Advertising Research, March/April 1997, pps. 33-45, vol. 37, issue 2, New York.	

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<sup>\*</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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<sup>1</sup> Unique citation designation number. 2See attached Kinds of U.S. Patent Documents. Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 

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	Substitute for fo	om 1449B/PT	О	C	Complete if Known		
IN	FORMATION	DISCLOSU	IRE	Application Number	09/837,377		
S'	TATEMENT (	BY APPLICA	NT	Filing Date	04/19/2001		
				First Named Inventor	Mark LANDESMANN		
				Group Art Unit	2611		
(use as many sheets as necessary)				Examiner Name	Christopher Grant		
Sheet	2	of	2	Attorney Docket Number	084561-0105		

		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>®</sup>
laa -	E27	CHARTRAND, "A Method of Collecting Consumer Data Renews Questions About Patents on Business Practices," The New York Times, July 30, 2001, Section C2.	
<b>VHI</b>	E28	Data Mining: Staking a Claim on Your Privacy, January 1998, downloaded from <a href="http://www.ipc.on.ca/english/pubpres/papers/datamine.htm">http://www.ipc.on.ca/english/pubpres/papers/datamine.htm</a> , 8/0/02	
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rai	E30	Information technology and the privacy of the individual, The Role of Privacy in Modern Society, by Dave Redell, by Dave Redell, September 23, 1992 downlaoded from http://home.pacbell.net/webright/personal/acm.text,	
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KW	E35	Privacy Activists File DoubleClick Complaint, by Keith Perine, the Industry Standard, February 10, 2000	

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Application Number. e for form 1449/PTO INFORMATION DISCLOSURE **Filing Date** 4/19/2001 STATEMENT BY APPLICANT First Named Inventor Mark Landesmann **Art Unit** 

**Examiner Name** 

Attorney Docket Number

(Use as many sheets as necessary)

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Sheet 1

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Application Number .	09/837,377				
Filing Date	4/19/2001				
First Named Inventor	Mark Landesmann				
Art Unit	2611				
Examiner Name					
Attorney Docket Number	084561-0105				

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Initials*	Cite No.1	Document Number  Number-Kind Code <sup>2 (N Internal</sup>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
feet	A1	<sup>US-</sup> 5,855,008	12-29-1998	Goldhaber, et.al	
9	A2	<sup>US-</sup> 5,515,270	5-7-1996	Weinblatt, Lee	
	A3	<sup>US-</sup> 6,484,146	11-19-2002	Day, et.al	
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		Country Code <sup>3</sup> "Number <sup>4</sup> "Kind Code <sup>8</sup> (if known)	MM-DD-YYYY	7 Spinous of Citod Document	Or Relevant Figures Appear	T <sup>4</sup>
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Examiner Initials*	Cite No.1	NON PATENT LITERATURE DOCUMENTS  Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>								
ical	B1	FINAL OFFICE ACTION on Application 09/888,439, with filing date of 06/26/2001 and mailing date of office action 5/20/2005									
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of 1

**Application Number** 09/837,377 Filing Date 4/19/2001 First Named Inventor Mark Landesmann Art Unit 2611

**Examiner Name** Saltarelli, Dominic Attorney Docket Number 084561-0105

	U. S. PATENT DOCUMENTS										
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		. way	. 2000	Group Art Unit	2611			
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Sheet	1	of	1	Attorney Docket Number	084561-0105			

				U.S. PATENT DOCUMENTS	3	
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	Cite No.1	Number	Kind Code <sup>2</sup> (if known)	Name of Patentee or Applicant of Cited Document	Cited Document MM-DD-YYYY	Where Relevant Passages or Relevant Figures Appear
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1	A2	6,055,513	04/25/2000	Katz	et al.	705	26	<u> </u>	
,	A3	5,592,560	01/07/1997	Dea	ton et al.	382	100		
V	A4	5,649,114	07/15/1997	Dea	ton et al.	395	214		
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\* EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include any copy of this form with next communication to applicant.

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Form PTO-1449 U.S. DEPARTMENT OF COMMERCE AT (MODIFIED) PATENT AND TRADEMARK OFFICE						ATTY. DOCKET NO. SERIAL NO.						
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		A2	5,797,127	08/98	Wali	ker et al.	705	5 6		<b>D</b>		
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		A4	5,855,008	12/98	Gold	ihaber et al	705	14	1-	CE		
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